

Pressemitteilung, 2. Mai 2023

Live from interpack: Trade Fair Highlights in our TV-Studio

Experience interpack up close, on site, online, live and on demand. Tightly Packed TV from interpack and packaging journal makes it possible. There will be a varied programme on the studio floor with live talks, news and broadcasts in the halls.

The Tightly Packed TV studio makes its premiere at the Düsseldorf exhibition centre and interpack. For the first time, there will be live television here - and for the entire duration of the trade fair from 4 to 10 May. Visitors can expect insights into what is happening at the trade fair, the latest developments, trends and innovations in the industry.

"We cordially invite you to visit our TV studio at the fair. We are looking forward to numerous voices from experts, innovations and groundbreaking projects. Tightly Packed TV is a living experience here" says Thomas Dohse, Director of interpack in the run-up to the trade fair. Tightly Packed TV is designed as a late-night studio with a focus on exclusive talks. The TV studio at interpack is a joint project of the trade magazine "packaging journal" and interpack. It will be hosted by, among others, the well-known WDR radio presenter Jan-Malte Andresen. The studio is located on the upper floor of the North Entrance between Halls 9 and 7. All programmes will also be broadcast online.

Exclusive studio talks

The programme offers around 50 live talks with exciting personalities and topics from the international packaging industry. For example, the interview with Syntegon is about sustainability in packaging as a new standard, Stäubli Tec-Systems will show the possibilities of robotics and Schneider Electric will talk about the future of sustainable and efficient packaging machines. QUPAQ will be talking about an official world record attempt. The market leader for tray destacking will attempt to destack 1,000 trays in just one minute at interpack.



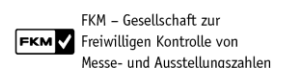
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Many talks will revolve around sustainability - climate protection and circular economy, environmentally friendly packaging solutions, reusable packaging and recycling. One of the guests is Stefan Schulze-Hausmann, CEO of the German Sustainability Award Foundation. Packaging is a central topic at Europe's biggest award for ecological and social commitment. Prof. Jens-Peter Majschak, Director of the Fraunhofer Institute for Process Engineering and Packaging (IVV), explains how the entry into the circular economy can succeed. His talk is about fibre-based packaging solutions and material substitution.

Viewers can also expect forward-looking content on digitalisation. One of the studio guests will be Dr. Richard Geibel from the E-Commerce Institute on the topic of social commerce as the future of digital trade and sales. Brand management will also be a topic on Tightly Packed TV. Other user-oriented topics such as printing technologies, labelling and marking will also be discussed.

Exciting Guests

In the "CEO Talks" format, for example, the presenters welcome Matthias Niemeyer, CEO of the Uhlmann Group, Markus Rustler, President & CEO of Theegarten-Pactec, and Christian Traumann, CEO of Multivac, to talk about the global development of the industry. The "Start-up Zone" format, on the other hand, gives young founders the opportunity to share their visions.

Other talks focus specifically on the process and packaging industry in different countries and regions. For example, the European Green Deal is being intensively discussed by associations, politicians and companies. Dr Wolfgang Trunk, a representative of the European Commission, will be a guest. The packaging law in Germany will also be discussed and there will be insights into the packaging market in China, Egypt, Spain and the Netherlands.

Trade Associations also Taking Part

The studio discussions benefit from the expertise of numerous organisations and associations. Representatives of the World Packaging Organisation (WPO), Flexible Packaging Europe (FPE), the German



Food Processing and Packaging Machinery Association (VDMA), Plastics Europe, the German Packaging Institute (DVI), the European Brand & Packaging Design Association (EPDA), Pro Carton, the European Association of Carton and Folding Carton Manufacturers and the Central Packaging Register (ZSVR) will be present.

Online and On Site, Live and On Demand

The point of contact at the trade fair is the TV studio in the North Entrance. In addition, the content will be broadcast live on the interpack and packaging journal websites and channels. German and English-language contributions will alternate.

Interested parties will also have the opportunity to watch all the talks again after the trade fair.

www.interpack.com/live

<https://packaging-journal.de/interpack-tv/>

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